

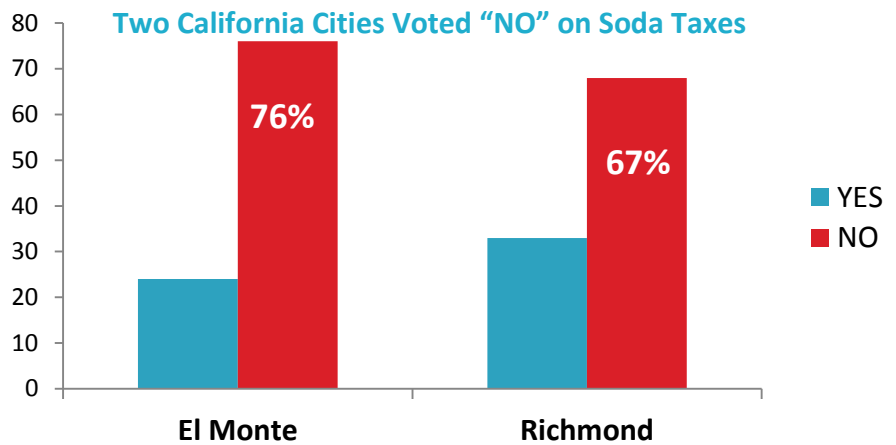
THE TRUTH ABOUT BEVERAGE TAXES

Over the past several years, approximately 30 states and cities across the country have proposed or introduced beverage taxes. All have failed.

A Few Examples...

CALIFORNIA: Voters in two cities overwhelmingly defeated ballot measures in November 2012 to tax sweetened beverages. Yet, both cities have a history of passing local taxes.

- Richmond, a working class city outside of San Francisco, was an ideal location to pass the first city tax of its kind on beverages. Democrats outnumber Republicans by roughly 7 -1, and the city's voters traditionally support new taxes. In fact, they passed three other local taxes on the November 2012 ballot.
- El Monte, a working class city outside of Los Angeles, has a history of supporting local taxes. In 2008, voters passed a ½ cent sales tax increase that made their local tax rate one of the highest in the nation. The tax was approved with 71% of the vote.



MAINE: In 2008, the state legislature passed a soft drink tax. That same year, voters overturned the tax through a referendum on the ballot.

The referendum to kill the tax passed 64.65% - 35.35%.

WASHINGTON STATE: In 2010, the state legislature passed a soft drink tax. That same year, voters overturned the tax through a referendum on the ballot. The referendum to kill the tax passed 60% - 40%.

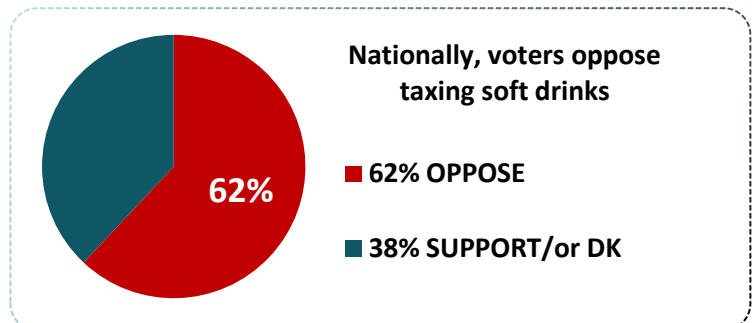
PHILADELPHIA: In 2010 and 2011, the Mayor of Philadelphia proposed a tax on soft drinks but failed to pass it through the City Council. Having failed two times, the Mayor didn't attempt a soft drink tax in 2012.

NEW YORK: In 2009 and 2010, the Governor of New York proposed a tax on soft drinks but failed to get it through the legislative process.

CALIFORNIA: In 2010 a bill was introduced in the state legislature to tax soft drinks. It received a hearing but failed to get out of committee.

FROM COAST TO COAST, VOTERS AGREE...

- Government can't legislate healthy lifestyles.
- What you eat, drink and feed your family is your choice and does not need government control oversight or influence.
- Politicians should focus on what matters most – education, safety and jobs – and leave the grocery shopping to us.



Source: Harris Interactive/Health Day Poll
Feb 2012